

# ANDREW T. NORMAN

---

Drake University, College of Business & Public Administration, Department of Marketing  
2507 University Avenue, 307 Aliber Hall  
Des Moines, IA 50311-4505  
email: andrew.norman@drake.edu

---

## EDUCATION

Ph.D.	2000	The University of Arizona
MBA	1993	Brigham Young University
BA	1990	Arizona State University

## ACADEMIC EXPERIENCE

<b>Professor of Marketing</b> , Drake University	2017-present
<b>Associate Professor of Marketing</b> , Drake University	2007-2017
<b>Assistant Professor of Marketing</b> , Drake University	2003-2007
<b>Assistant Professor of Marketing</b> , Iowa State University	2000-2003
<b>Instructor</b> , The University of Arizona	1997-2000
<b>Research Assistant</b> , The University of Arizona	1996-2000
<b>Adjunct Faculty</b> , Maricopa Community Colleges	1995-1996
<b>Teaching Assistant</b> , Brigham Young University	1992-1993

## RESEARCH INTERESTS

Brand Alliances	Cause-Related Marketing
Television Consumption	History of Marketing Influence
Categorization and Incongruency	Marketing Education

## ACADEMIC HONORS AND AWARDS

Murphy Cup donation	2013-present
Drake University Sabbatical Leave	2015
Drake University Sabbatical Leave	2011-2012
Drake CBPA Harry I. Wolk Research Award	2010
Drake Faculty Reassigned Time Grant	2010
Drake CBPA Summer Research Grant	2008
Drake CBPA Graduate Teacher of the Year	2007
Drake Center for Digital Technology and Learning Grant	2005
ISU College of Business Scholarship Grant	2004
Drake Center for Digital Technology and Learning Grant	2003
ISU College of Business Mini Scholarship Grant	2002
VEISHEA Outstanding Faculty Member nomination	2001
ISU Business Council Teacher of the Month	2001
Final Project Grant recipient, University of Arizona	1999
Houston Doctoral Symposium	1999
Southern Marketing Association Doctoral Consortium Fellow	1997

## REFEREED PUBLICATIONS

- Miller, Chip E., Andrew Bryant and Andrew Norman (2019). "Hidden Learning: Measuring Student Learning in the Marketing Capstone," *Journal for Advancement of Marketing Education*, 27 (1), 31-41. (Winner of the Interpretive Simulations 2019 Best Article of the Year Award).
- Miller, Chip, Royce Fichtner, and Andrew Norman (2017). "Veiled Taxes and Their Outcomes: The Case of the Brady Handgun Violence Prevention Act of 1993. *Proceedings for the XX<sup>th</sup> annual Atlantic Marketing Association conference*.
- Norman, Andrew (2017). "Exploring Product Fit and Brand Fit in Brand Alliances: Establishing the Role of Categorization Processes," *Journal of Business and Economics Research*, 15 (1), 5-15.
- Norman, Andrew (2017). "Validating the Relationship Between Service and Product Brands," *Services Marketing Quarterly*, 38 (1), 23-30.
- Norman, Andrew (2016). "The Effects of Brand Fit and Product Fit on Memory Retention for Brand Alliances: When Less is More," *International Journal of Management and Marketing Research*, 9 (1), 13-28.
- Norman, Andrew (2012). "Today's Competitive Environment: How a New Breed of Power Brokers Is Succeeding By Focusing On the Dynamics of Consumer Markets," *Drake Management Review*, 2 (1), <http://faculty.cbpa.drake.edu/dmr/>.
- Njoroge, Joyce, Andrew Norman, Diana Reed, and Inchul Suh (2012). "Identifying Facets of Technology Satisfaction: Measure Development and Application," *Journal of Learning in Higher Education*, 8 (2), pp. 7-17 (lead article).
- Norman, Andrew (2012). "Branded Products in Service Encounters: An Information Integration Model of Consumer Evaluations and Intentions," *Services Marketing Quarterly*, 33 (3), pp. 230-245.
- Hubbard, Raymond, Andrew Norman, and Rahul Parsa (2010). "Marketing's Oscars: A Citation Analysis of Award-Winning Versus Other Articles," *Marketing Intelligence and Planning*, 28 (5), 669-684.
- Barone, Michael J., Andrew T. Norman, and Anthony D. Miyazaki (2007). "Customer Response to Retailer Use of Cause-Related Marketing: Is More Fit Better," *Journal of Retailing*, 83 (December), pp. 437-445.
- Hubbard, Raymond and Andrew T. Norman (2007). "What Impact Has Practitioner Research Had in the Marketing Academy?" *Management Research News*, 30 (January), 25-33.
- Norman, Andrew T. and Cristel A. Russell (2006). "The Pass-Along Effect: Investigating Word-of-Mouth Effects on On-Line Survey Procedures," *Journal of Computer-Mediated Communication*, 11 (4), <http://jcmc.indiana.edu/vol11/issue4/norman.html>.
- Hubbard, Raymond, Andrew Norman, and Chip Miller (2005). "A Citation Analysis of Articles Dealing with Marketing History, Thought, and Theory, 1970s-1990s: The Full Impact," *Proceedings for the 12<sup>th</sup> bi-annual Conference on Historical Analysis and Research in Marketing (CHARM) Conference*.
- Hubbard, Raymond, Andrew Norman, and Chip Miller (2005). "Examining the Influence of Articles Involving Marketing History, Thought, and Theory: A *Journal of Marketing* Citation Analysis, 1950s-1990s," *Marketing Theory*, 5(3), pp. 323-336.

## **REFEREED PUBLICATIONS (CONTINUED)**

Russell, Cristel A., Andrew T. Norman, and Susan E. Heckler (2004). "The Consumption of Television Programming: Development and Validation of the Connectedness Scale," *Journal of Consumer Research*, 31 (June), pp. 150-161.

Russell, Cristel A., Andrew T. Norman, and Susan E. Heckler (2003). "People and 'Their' Television Shows: An Overview of Television Connectedness," in L. J. Shrum (ed.), *The Psychology of Entertainment Media: Blurring The Lines Between Entertainment and Persuasion*, Mahwah, NJ: Lawrence Erlbaum Associates.

## **WORKS IN PROGRESS**

"Targeted Student Segments by Private University Business Schools and the Impact on Enrollments."

"The Impact of Anti-Texting While Driving Campaigns," with Chip Miller.

## **CONFERENCE PRESENTATIONS**

"Veiled Taxes and Their Outcomes: The Case of the Brady Handgun Violence Prevention Act of 1993," with Royce Fichtner and Chip Miller. Presented at the 2017 Atlantic Marketing Association, Williamsburg, Pennsylvania, month, 2017.

"Using a Locally Developed Objective Exam to Assess Marketing Majors' Learning," with Lisa Gardner and Chip Miller. Presented at the 2013 Marketing Educators' Association Conference, Portland, Oregon, April, 2013.

"Identifying Facets of Technology Satisfaction: Measure Development and Application," with Joyce Njoroge, Diana Reed, and Inchul Suh. Presented at the Academic Business World International Conference, Nashville, Tennessee, May, 2011.

"Branded Products in the Service Encounter: An Information Integration Model of Consumer Evaluations and Intentions." Sole-authored. Presented at the Society for Consumer Psychology Conference, Atlanta, Georgia, February, 2011.

"A Citation Analysis of Articles Dealing with Marketing History, Thought, and Theory, 1970s-1990s: The Full Impact", with Raymond Hubbard and Chip Miller. Presented at the 12<sup>th</sup> bi-annual Conference on Historical Analysis and Research in Marketing (CHARM) Conference, Long Beach, California, 2005.

"Exploring the Relationship Between TV Connectedness and Social Network Dynamics", with Cristel Russell. Presented at the Association for Consumer Research Conference, Toronto, Ontario, October 2003.

"Nomological Validity Tests of the Television Connectedness Scale", with Cristel Russell. Presented at the Society for Consumer Psychology Conference, New Orleans, Louisiana, February 2003.

"The Consumption of Television Programming: Introducing the Connectedness Scale", with Cristel Russell. Presented at the Advertising and Consumer Psychology Conference, New York, New York, May 2002.

"Determining Measurement Validity of the Connectedness Scale," with Cristel Russell. Presented at the Association for Consumer Research Conference, Berlin, Germany, June 2001. (Abstract published in the conference proceedings).

## CONFERENCE PRESENTATIONS (CONTINUED)

- “The Consumption of Regular Television Programming: Development and Validation of the Connectedness Scale,” with Cristel Russell. Presented at the American Psychological Association Annual Convention, San Francisco, California, August 2001. (Abstract published in the conference proceedings).
- “The Effects of Cross-Promotion on Attitude Formation and Memory Retention: An Examination of Brand Fit and Product Fit.” Presented at the Association for Consumer Research Conference, Columbus, Ohio, October 1999.
- “Understanding Cross-Promotion Effectiveness: The Roles of Expectancy, Fit and Self-Brand Connectedness,” with Susan Heckler. Presented at the Association for Consumer Research Conference, Montreal, Canada, October 1998. (Abstract published in the conference proceedings).
- “Connecting with Your Television Show: Individual Differences and Their Impact on Successful Product Placement Efforts,” with Cristel Russell. Presented at the Society for Consumer Psychology Conference, Austin, Texas, February 1998. (Abstract published in the conference proceedings).
- “Toward a Framework of Word of Mouth Communication.” Presented at the Southern Marketing Association Conference, Atlanta, Georgia, November 1997.

## PEDAGOGICAL PUBLICATIONS

- Developer of case studies and company vignettes, Kotler and Armstrong’s *Principles of Marketing*, 19<sup>th</sup> Ed. (2022, copyright date 2024), Upper Saddle River, NJ: Pearson.
- Developer of case studies and company vignettes, Armstrong and Kotler’s *Marketing: An Introduction*, 15<sup>th</sup> Ed. (2021, copyright date 2023), Upper Saddle River, NJ: Pearson.
- Developer of case studies and company vignettes, Kotler and Armstrong’s *Principles of Marketing*, 18<sup>th</sup> Ed. (2019, copyright date 2021), Upper Saddle River, NJ: Pearson.
- Developer of case study and video case assignments, MyLab Marketing (2020, copyright date 2021), Upper Saddle River, NJ: Pearson.
- Developer of case studies and company vignettes, Armstrong and Kotler’s *Marketing: An Introduction*, 14<sup>th</sup> Ed. (2018, copyright date 2020), Upper Saddle River, NJ: Pearson.
- Developer of video case and podcast assignments, MyLab Marketing (2019, copyright date 2020), Upper Saddle River, NJ: Pearson.
- Author of case studies and company vignettes, Kotler and Armstrong’s *Principles of Marketing*, 17<sup>th</sup> Ed. (2016, copyright date 2018), Upper Saddle River, NJ: Prentice Hall.
- Author of case studies and company vignettes, Armstrong and Kotler’s *Marketing: An Introduction*, 13<sup>th</sup> Ed. (2015, copyright date 2017), Upper Saddle River, NJ: Prentice Hall.
- Author of case studies and company vignettes, Kotler and Armstrong’s *Principles of Marketing*, 16<sup>th</sup> Ed. (2014, copyright date 2016), Upper Saddle River, NJ: Prentice Hall.

Author of case studies and company vignettes, Armstrong and Kotler's *Marketing: An Introduction*, 12<sup>th</sup> Ed. (2013, copyright date 2015), Upper Saddle River, NJ: Prentice Hall.

Revision consultant for Kotler and Armstrong's *Principles of Marketing*, 15<sup>th</sup> Ed. (2012, copyright date 2014), Upper Saddle River, NJ: Prentice Hall.

Author of case studies and company vignettes, Kotler and Armstrong's *Principles of Marketing*, 15<sup>th</sup> Ed. (2012, copyright date 2014), Upper Saddle River, NJ: Prentice Hall.

Author of marketing plan appendix for Armstrong and Kotler's *Marketing: An Introduction*, 11<sup>th</sup> Ed. (2011, copyright date 2013), Upper Saddle River, NJ: Prentice Hall.

Consultant for video case studies for Armstrong and Kotler's *Marketing: An Introduction*, 11<sup>th</sup> Ed. (2011, copyright date 2013), Upper Saddle River, NJ: Prentice Hall.

Author of case studies and company vignettes for Armstrong and Kotler's *Marketing: An Introduction*, 11<sup>th</sup> Ed. (2011, copyright date 2013), Upper Saddle River, NJ: Prentice Hall.

Developed first edition of chapter lecture starters for Kotler and Armstrong's *Principles of Marketing*, 14<sup>th</sup> Ed. (2010, copyright date 2012), Upper Saddle River, NJ: Prentice Hall.

Consultant for video case studies for Kotler and Armstrong's *Principles of Marketing*, 14<sup>th</sup> Ed. (2010, copyright date 2012), Upper Saddle River, NJ: Prentice Hall.

Author of case studies, company vignettes, and Marketing and the Economy cases for Kotler and Armstrong's *Principles of Marketing*, 14<sup>th</sup> Ed. (2010, copyright date 2012), Upper Saddle River, NJ: Prentice Hall.

Consultant for video case studies for Armstrong and Kotler's *Marketing: An Introduction*, 10<sup>th</sup> Ed. (2009, copyright date 2011), Upper Saddle River, NJ: Prentice Hall.

Author of case studies, company vignettes, and Marketing and the Economy cases for Armstrong and Kotler's *Marketing: An Introduction*, 10<sup>th</sup> Ed. (2009, copyright date 2011), Upper Saddle River, NJ: Prentice Hall.

Consultant for video case studies for Kotler and Armstrong's *Principles of Marketing*, 13<sup>th</sup> Ed. (2008, copyright date 2010), Upper Saddle River, NJ: Prentice Hall.

Author of case studies and company vignettes for Kotler and Armstrong's *Principles of Marketing*, 13<sup>th</sup> Ed. (2008, copyright date 2010), Upper Saddle River, NJ: Prentice Hall.

Consultant for video case studies for Armstrong and Kotler's *Marketing: An Introduction*, 9<sup>th</sup> Ed. (2007, copyright date 2009), Upper Saddle River, NJ: Prentice Hall.

Author of case studies and company vignettes for Armstrong and Kotler's *Marketing: An Introduction*, 9<sup>th</sup> Ed. (2007, copyright date 2009), Upper Saddle River, NJ: Prentice Hall.

Author of case studies for Michael Solomon's *Consumer Behavior*, 8<sup>th</sup> Ed. (2007, copyright date 2009), Upper Saddle River, NJ: Prentice Hall.

Author of Instructor's Manual for Kotler and Armstrong's *Principles of Marketing*, 12<sup>th</sup> Ed. (2006, copyright date 2008), Upper Saddle River, NJ: Prentice Hall.

Author of case studies and company vignettes for Kotler and Armstrong's *Principles of Marketing*, 12<sup>th</sup> Ed. (2006, copyright date 2008), Upper Saddle River, NJ: Prentice Hall.

Author of Instructor's Manual for Michael Solomon's *Consumer Behavior*, 7<sup>th</sup> Ed. (2006, copyright date 2007), Upper Saddle River, NJ: Prentice Hall.

## **PEDAGOGICAL PUBLICATIONS (CONTINUED)**

Author of case studies for Michael Solomon's *Consumer Behavior*, 7<sup>th</sup> Ed. (copyright date 2007), Upper Saddle River, NJ: Prentice Hall.

Reviewer for Armstrong and Kotler's *Marketing: An Introduction*, 7<sup>th</sup> Ed., Upper Saddle River, NJ: Prentice Hall.

Reviewer for Solomon, Marshall, and Stuart's *Marketing: Real People, Real Choices*, 4<sup>th</sup> Ed., Upper Saddle River, NJ: Prentice Hall.

Author of Instructor's Manual for Michael Solomon's *Consumer Behavior*, 6<sup>th</sup> Ed., Upper Saddle River, NJ: Prentice Hall.

Reviewer for O'Guinn, Allen, and Semenik's *Advertising and Integrated Brand Promotion*, 3<sup>rd</sup> Ed., Thomson-Southwestern, 2003.

## **SERVICE ACTIVITIES**

### ***Service to the Institution***

Marketing Department (chair) College of Business and Public Administration, Drake University	2021-present
Committee of Full Professors College of Business and Public Administration, Drake University	2017-present
Promotion and Tenure Committee (member, chair) College of Business and Public Administration, Drake University	2013-present
Murphy Cup Student Marketing Challenge (coordinator)	2013-present
Graduate Committee (member) College of Business and Public Administration, Drake University	2004-2014, 2021
Marketing Department (interim chair) College of Business and Public Administration, Drake University	Spring 2021
Marketing Adjunct Faculty Search Committee (chair) College of Business and Public Administration, Drake University	2021
Hidden Labor Committee Drake University	2020-2021
Tom Splitt Concert (supervisor student production/promotion) Drake University, Performing Arts Hall	2016
Marketing Faculty Search Committee (member) College of Business and Public Administration, Drake University	2013
Promotion and Tenure Committee (member) College of Business and Public Administration, Drake University	2010, 2012
Academic Integrity Committee (chair) College of Business and Public Administration, Drake University	2009-2011

***Service to the Institution (continued)***

Undergraduate Advising College of Business and Public Administration, Drake University	2001-present
Technology Committee (member) College of Business and Public Administration, Drake University	2006-2008
PapaJohn Entrepreneurship Judge	2007-2008
Levitt Teacher of the Year Screening Committee (member) Drake University	2006
Drake CBPA MBA Program Redesign Task Committee (member)	2005-2006
Undergraduate Curriculum Committee (member) School of Management and Communication, Drake University	2004-2005
Interdisciplinary Curriculum Committee (member) School of Management and Communication, Drake University	2004
Reiman Gardens Academic Advisory Team (AAT) member, ISU. \$18 million project for the development of botanical gardens at Iowa State University.	2000-2003
Subject Pool Coordinator, ISU Department of Marketing. Created a formal plan for and supervised the operation of the department's subject pool involving coordination of faculty research demand with the supply of subjects from Marketing 340 classes.	2000-2003

***Service to the Discipline***

<i>Ad Hoc</i> Reviewer for:	
<i>Drake Management Review</i>	2010, 2020-2021
<i>Conference Proceedings</i> , Association for Consumer Research Conference	2001-2007
<i>Conference Proceedings</i> , AMA Summer Educators Conference	2003, 2007
<i>Journal of Advertising</i>	2003-2006
<i>Conference Proceedings</i> , Society for Consumer Psychology Conference	2003-2006
<i>Marketing Theory</i>	2004-2005
<i>Conference Proceedings</i> , American Academy of Advertising Conference	2001-2005
<i>Conference Proceedings</i> , Academy of Marketing Science Conference	2001-2004
<i>Conference Proceedings</i> , European Marketing Academy Conference	2004
<i>Conference Proceedings</i> , AMA Marketing and Public Policy Conference	2002

**TEACHING ACTIVITIES***Drake University*

Courses taught: Principles of Marketing, New Product Marketing, Creating Value for Customers, Marketing Management

*Iowa State University*

Courses taught: Advertising and Promotion Management, Marketing Strategy



## **TEACHING ACTIVITIES (CONTINUED)**

*University of Arizona*

Courses taught: International Marketing Management and Marketing Principles

*Maricopa County Community Colleges*

Courses taught: MGT Principles, Comm Principles, Interpersonal Comm, Public Speaking

## **CONSULTING AND EXECUTIVE EDUCATION**

Expert Witness, Lewis, Webster, Van Winkle, and Knoshaug LLP, Des Moines, IA, 2013. C1 Design Group LLC v. Southern Cal Transport, Inc.

Instructor, Drake CBPA's Certificate of Business Leadership, Marketing modules, CDS Global, Des Moines, IA. Spring, 2010, Spring, 2011, Summer 2012, Fall 2013.

Instructor, Drake CBPA's Certificate of Business Leadership (open enrollment), Marketing module, Des Moines, IA. Spring, 2010

Instructor, Drake CBPA's Certificate of Business Leadership, Marketing modules, ITA Group, Des Moines, IA. Fall, 2008 and 2010.

Instructor, Drake CBPA's Certificate of Business Leadership, Marketing modules, Principal Financial Group, Des Moines, IA. Summer, 2006, 2007, and 2008.

Instructor, Drake CBPA's Certificate of Business Leadership, Marketing modules, Hubbell Corporation, Des Moines, IA. Spring, 2008.

Instructor, Drake CBPA's Marketing Certificate Program, Meredith Corporation, Des Moines, IA, March-May 2007.

Instructor, Drake CBPA's Certificate in Healthcare Leadership and Administration, Marketing component. Mary Greely Hospital, Ames, IA, February 2006.

Consultant, SafeEarth, (organic lawn care), Des Moines, Iowa, 2003-2005.

## **PROFESSIONAL EXPERIENCE**

Ford Motor Company - Credit Division, Phoenix, Arizona. Account Representative, 1996.

- Managed portfolio of 3,500 accounts with a value of \$60 million.
- Acted as primary interface between customers and all functional areas of the organization.
- Specialized in negotiating mutually beneficial settlement of delinquent accounts

Pepsico - Taco Bell Division, Irvine, California. Area Manager, 1993-1995.

- Supervised management and staff of multiple stores.
- Accountable for profit-and-loss, promotions, operational quality, and customer relations
- Human resource specialist for market of 35 stores.